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| S.W.O.T ANALYSIS for Virgin Extra | |
| Strengths | Weaknesses |
| * High brand awareness in the UK * Virgin’ brand recognition in Australia through mobile phone and airway market categories * fierce promotion techniques * innovation through image and packaging * -Virgin has strong brand awareness in the UK, consumers where aware of the Virgin Company. Branson can use this to his advantage to create a steady market share and grow his brand awareness to the point where he can compete with Pepsi and Coke within Australia | * Low brand awareness * The market for soft drinks in Australia is deflating due to growing amount of health conscious consumers * Crowded market in soft drinks in Australia * Virgin does not have an established distribution channel, this will make it hard for Virgin Cola to break out of selected supermarkets and enter mainstream channels. |
| Opportunities | Threats |
| * Offers a different brand personality than its competitors in Australia * Coke and Pepsi have been increasing their prices due to the cost of battling each other for so long. Virgin can counter this with less advertising, but a cheaper overall product. Offers a “High quality cola at a lower price” * Diversification into new ranges of Virgin Cola products * increasing consumption levels of soft drinks * The ability to gain more market share. | * Australia is an ageing population coca- cola has been around longer older generations may stick to what they know and like. * -Coke and Pepsi already have a strong brand loyalty; it will be hard to break this * diversification into new ranges of Virgin Cola products * increasing consumption levels of soft drinks * the ability to gain more market share |